

TRADEMARK ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Rosenblum Cellars, Inc.		02/29/2008	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Diageo North America, Inc.
Street Address:	801 Main Avenue
City:	Norwalk
State/Country:	CONNECTICUT
Postal Code:	06851
Entity Type:	CORPORATION: CONNECTICUT

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2132739	
Registration Number:	2138979	ROSENBLUM CELLARS
Registration Number:	2794505	CHATEAU LA PAWS
Registration Number:	3141523	MAGGIE'S RESERVE
Serial Number:	77086518	ST. PETER'S CHURCH VINEYARD
Serial Number:	77121039	HERITAGE CLONES
Serial Number:	77121199	ROCKPILE ROAD VINEYARD

CORRESPONDENCE DATA

Fax Number: (202)739-3001

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2027395932

Email: mbowen@morganlewis.com, chimmelfarb@morganlewis.com

Correspondent Name: Megan K. Bowen

Address Line 1: 1111 Pennsylvania Avenue, N.W.

CH \$190.00 2132739

900101414

TRADEMARK
REEL: 003738 FRAME: 0579

Address Line 2:	Attention: TMSU
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER:	046411-0586
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NAME OF SUBMITTER:	Megan K. Bowen
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Signature:	/Megan K. Bowen/
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Date:	03/07/2008
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Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif
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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made by Rosenblum Cellars, Inc., a corporation organized and existing under the laws of California, U.S.A. and having its principal place of business at 2900 Main Street, Alameda, California 94501, U.S.A. (hereinafter "Assignor"), in favor of Diageo North America, Inc., a corporation organized and existing under the laws of Connecticut, U.S.A. and having its principal place of business at 801 Main Avenue, Norwalk, Connecticut 06851 (hereinafter "Assignee").

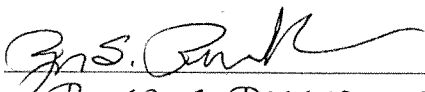
WHEREAS, Assignor owned all right, title and interest in and to the trademarks listed on the attached Schedule (the "Marks"), the goodwill associated with the Marks, and the business to which the Marks pertain; and

WHEREAS, Assignor did, on February 29, 2008, by separate instrument, transfer certain of its assets and business to Assignee, including but not limited to all of its right, title and interest in and to the Marks, the goodwill associated with the Marks and the business to which the Marks pertain, and desires to confirm such transfer of assets to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having assigned, transferred, conveyed, sold and set over to Assignee, effective as of February 29, 2008, the entire right, title and interest in and to the Marks, the goodwill associated with the Marks and the business to which the Marks pertain, including but not limited to the United States trademark applications and registrations for the Marks and the right to sue and recover for damages and other relief from past, present or future infringements or misappropriations of the Marks, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, the undersigned does hereby execute this Assignment as of this 29th day of February, 2008, indicating his/her authorization to bind Assignor.

Rosenblum Cellars, Inc.

By: 
Name: ROBERT S. ROSENBLUM
Title: Secretary

SCHEDULE OF MARKS

LOGO DESIGN (TILLER)	U.S. Reg. No. 2,132,739
ROSENBLUM CELLARS	U.S. Reg. No. 2,138,979
CHATEAU LA PAWS	U.S. Reg. No. 2,794,505
MAGGIE'S RESERVE	U.S. Reg. No. 3,141,523
ST. PETER'S CHURCH VINEYARD	U.S. Appl. No. 77/086,518
HERITAGE CLONES	U.S. Appl. No. 77/121,039
ROCKPILE ROAD VINEYARD	U.S. Appl. No. 77/121,199
PICKETT ROAD	U.S. Appl. No. Unknown